

Telephone Call Report

December 5, 1980

Steve Fishler (Headhunter, Los Angeles) to Lane Hauck

Mr. Fishler has been commissioned by MATTEL to help put together a three man "venture group" which will report to the president, and supply the "vision" for MATTEL's future in electronics. This group will be charged with defining the course for MATTEL, and then actually implementing it.

One member of this group is already in place. He is strictly an "entrepreneur" type, with a good understanding of the consumer. He has no understanding of present and future technologies.

The man they are looking for should be well versed in electronic technology, as well as expert in upcoming techniques (specifically mentioned were videodisk, cable TV systems, and phone-linked data base systems) which MATTEL might exploit to great competitive advantage. As Steve put it, they are interested in becoming a "Warner-like" broad line entertainment company. Acquiring new industries and divisions might be a key means toward this goal, he said.

I asked how Dr. Chandler of MATTEL fits into this picture. Steve said that Chandler is strictly an implementer, charged with the hand held line and the Intellivision home computer. MATTEL does not see him as a "visionary" type. Steve's answer to this question indicates more than a casual working relationship with MATTEL. He obviously knows of some inner workings of the company, at least on the organizational level.

PROBLEM: How would you make video games available to the home computer user over a telephone link, given the noncompatible graphics systems used by the major home computers?

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